

**U.S. DEPARTMENT OF STATE**  
**U.S. EMBASSY SOUTH AFRICA PUBLIC AFFAIRS SECTION**  
**Notice of Funding Opportunity**

**Funding Opportunity Title:** U.S. Consulate-General Johannesburg PAS Annual Program Statement  
**Funding Opportunity Number:** DOS-JHB-202001  
**Deadline for Applications:** August 5, 2020  
**CFDA Number:** 19.040 – Public Diplomacy Programs  
**Total Amount Available:** \$120,000.00  
**Maximum for Each Award:** \$100,000.00

**A. PROGRAM DESCRIPTION**

The U.S. Consulate-General Johannesburg Public Affairs Section (PAS/JHB) of the U.S. Department of State is pleased to announce that funding is available through its Public Diplomacy Small Grants Program. This is an Annual Program Statement, outlining our funding priorities, strategic themes, and the procedures for submitting requests for funding. Please carefully follow all instructions below.

**Purpose:** PAS Johannesburg invites proposals for programs that **strengthen cultural ties between the U.S. and South Africa** through cultural and exchange programming that highlights shared values and promotes bilateral cooperation. All programs must include an American cultural element, or connection with American expert/s, organization/s, or institution/s in a specific field that will promote increased understanding of U.S. policy and perspectives..

Examples of past PAS Small Grants Program programs include:

- Academic and professional lectures, seminars and speaker programs;
- Artistic and cultural workshops, joint performances and exhibitions;
- Professional and academic exchanges and projects;
- Professional development workshops and training.

**Priority Program Areas:**

Goals:

Through the FY2020 Public Diplomacy Small Grants Program, PAS will support:

- Women entrepreneurs (particularly in the agricultural, creative and technology sectors)
- Educational programs encouraging youth to explore STEM fields
- Programs that develop or strengthen linkages between U.S. and South African universities
- Programs that strengthen USG exchange alumni networks
- Programs that address the issues of gender-based violence, HIV/AIDS awareness and xenophobia

## Objectives:

### **Supporting/encouraging women's entrepreneurship**

PAS Johannesburg is seeking to support women entrepreneurs in the agricultural, creative and technology sectors. Activities focused on transferring knowledge and skills as well as sharing the American experience in these sectors will be given priority. Objectives should include one or more of the following: empowering women to become job creators; improving the entrepreneurial skills and/or job readiness of participants; developing partner relationships between entities in the United States and South Africa.

### **Encouraging youth to pursue careers in STEM fields**

PAS Johannesburg will support activities that foster in learners, excitement and interest in STEM fields. Programs should highlight the important role of international partnership and cooperation in STEM fields when addressing global challenges- such as public health, economic growth, environmental security etc. Objectives should include sparking in learners, an interest in careers in STEM fields and exploring U.S. best practices in encouraging youth to participate in STEM activities.

### **Promoting United States/South African partnerships in higher education**

PAS Johannesburg will support activities that promote quality higher education (including TVET college education) collaboration between U.S. and South African higher educational institutions. Activities can include but are not limited to: skills training, leadership and soft skills development, workforce and technical skills development, sharing of common values and inspiration, Science, Technology, Engineering, Arts and Mathematics (STEAM), and general awareness of international standards and trends in education.

### **Strengthening networks among Gauteng, Free State and North West alumni of USG exchange programs**

The Department of State has a variety of exchange programs through which every year, over one hundred South Africans travel to the United States. Upon their return to South Africa, these participants are considered alumni of the USG exchange program. PAS Johannesburg will support proposals that have the objective of encouraging these alumni to network, share best practices learned, and build upon ideas developed as a result of their exchange programs.

### **Countering gender-based violence, xenophobia and raising awareness about HIV/AIDS**

PAS Johannesburg will support activities that encourage women's empowerment and gender equality, respect for underserved and underrepresented individuals, empower marginalized and disadvantaged communities, and encourage social inclusion, access to resources, and fundamental human rights for all. Objectives: support South Africa and PEPFAR goals of achieving 90/90/90; supporting South Africa's efforts to combat gender-based violence and xenophobia by sharing American experiences with handling these issues.

## **Participants/Audiences:**

The intended audiences are women, the NGO sector, alumni of U.S. government sponsored and facilitated exchange programs, and the general public. Proposals that do not address the themes as outlined in the priority program areas will be deemed ineligible. All project activities must take place at least in part the Gauteng, Free State or North West provinces.

**The following types of programs are not eligible for funding:**

- Programs relating to partisan political activity;
- Charitable or development activities;
- Construction programs;
- Programs that support specific religious activities;
- Fund-raising campaigns;
- Lobbying for specific legislation or programs
- Scientific research;
- Programs intended primarily for the growth or institutional development of the organization; or
- Programs that duplicate existing programs
- Travel to the United States for family or social purposes;
- Travel to the United States for purposes of amplifying South Africa cultural initiatives
- Travel to the United States for purposes unconnected to a larger program or initiative;
- Scholarships or tuition assistance;
- Events of a purely social nature;
- Prizes and competition awards without a programmatic linkage.

**Authorizing legislation, type and year of funding:**

Funding authority rests in the Smith-Mundt Act. The source of funding is FY20 Public Diplomacy Funding.

**B. FEDERAL AWARD INFORMATION**

Length of performance period: up to 18 months

Number of awards anticipated: 20 awards

Award amounts: awards may range from a minimum of \$1,000 to a maximum of \$100,000.

Total available funding: \$120,000.

Type of Funding: Fiscal Year 2020 Public Diplomacy Funding

Anticipated program start date: From April 15 to September 15, 2020

**This notice is subject to availability of funding.**

**Funding Instrument Type:** Grant, Fixed Amount Award, or Cooperative agreement.

Cooperative agreements are different from grants in that PAS staff are more actively involved in the grant implementation.

**Program Performance Period:** Proposed programs should be completed in 18 months or less.

## **C. ELIGIBILITY INFORMATION**

### **1. Eligible Applicants**

The Public Affairs Section encourages applications from U.S. and South African:

- Registered not-for-profit organizations, including think tanks and civil society/non-governmental organizations with programming experience
- Individuals
- Non-profit or governmental educational institutions
- Governmental institutions

For-profit or commercial entities are not eligible to apply.

### **2. Cost Sharing or Matching**

Cost sharing is not required.

### **3. Other Eligibility Requirements**

Applicants are only allowed to submit one proposal per organization. If more than one proposal is submitted from an organization, all proposals from that institution will be considered ineligible for funding.

In order to be eligible to receive an award, all organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, as well as a valid registration on [www.SAM.gov](http://www.SAM.gov). Please see Section D.3 for information on how to obtain these registrations. Individuals are not required to have a DUNS number or be registered in SAM.gov.

## **D. APPLICATION AND SUBMISSION INFORMATION**

### **1. Address to Request Application Package**

Application forms required below are available at <https://www.grants.gov/>.

### **2. Content and Form of Application Submission**

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

#### **Content of Application**

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars

- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Times New Roman font, with a minimum of 1-inch margins.

Applications should be submitted by email to [JohannesburgGrants@state.gov](mailto:JohannesburgGrants@state.gov).

The following documents are **required**:

**1. Mandatory application forms**

- **SF-424** (*Application for Federal Assistance – organizations*) or **SF-424-I** (*Application for Federal Assistance --individuals*)
- **SF424A** (*Budget Information for Non-Construction programs*)

All the forms are available at <https://www.grants.gov/>.

**2. Summary Coversheet:** Cover sheet stating the applicant name and organization, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

**3. Proposal (5 pages maximum):** The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below.

- **Proposal Summary:** Short narrative that outlines the proposed program, including program objectives and anticipated impact.
- **Introduction to the Organization or Individual applying:** A description of past and present operations, showing ability to carry out the program, including information on all previous grants from the U.S. Embassy and/or U.S. government agencies.
- **Problem Statement:** Clear, concise and well-supported statement of the problem to be addressed and why the proposed program is needed
- **Program Goals and Objectives:** The “goals” describe what the program is intended to achieve. What aspect of the relationship between the U.S. and South Africa will be improved? The “objectives” refer to the intermediate accomplishments on the way to the goals. These should be achievable and measurable.
- **Program Activities:** Describe the program activities and how they will help achieve the objectives.
- **Program Methods and Design:** A description of how the program is expected to work to solve the stated problem and achieve the goal.
- **Proposed Program Schedule:** The proposed timeline for the program activities. Include the dates, times, and locations of planned activities and events.
- **Key Personnel:** Names, titles, roles and experience/qualifications of key personnel involved in the program. What proportion of their time will be used in support of this program?
- **Program Partners:** List the names and type of involvement of key partner organizations and sub-awardees.

- **Program Monitoring and Evaluation Plan:** This is an important part of successful grants. Throughout the time-frame of the grant, how will the activities be monitored to ensure they are happening in a timely manner, and how will the program be evaluated to make sure it is meeting the goals of the grant?
- **Marketing Plan:** Short description of how the applicant will recruit program participants (if applicable) and then publicize the program activities and/or results, taking into consideration social and traditional media, as well as other methods of public outreach as necessary. U.S. funded programs must typically include U.S. branding, which will be made available to successful applicants.
- **Future Funding or Sustainability** Applicant's plan for continuing the program beyond the grant period, or the availability of other resources, if applicable.

**4. Budget Justification Narrative:** After filling out the SF-424A Budget (above), use a separate sheet of paper to describe each of the budget expenses in detail. See section *H. Other Information: Guidelines for Budget Submissions* below for further information.

#### **5. Attachments:**

- 1-page CV or resume of key personnel who are proposed for the program
- Letters of support from program partners describing the roles and responsibilities of each partner
- Official permission letters, if required for program activities

3. Unique Entity Identifier and System for Award Management (SAM.gov)

#### **Required Registrations:**

All organizations applying for grants (except individuals) must obtain these registrations. All are free of charge:

- Unique Identifier Number from Dun & Bradstreet (DUNS number)
- NCAGE/CAGE code
- [www.SAM.gov](http://www.SAM.gov) registration

Step 1: Apply for a DUNS number and an NCAGE number (these can be completed simultaneously)

DUNS application: Organizations must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet, if your organization does not have one already, you may obtain one by calling 1-866-705-5711 or visiting <http://fedgov.dnb.com/webform/displayHomePage.do;jsessionid=81407B1F03F2BDB123DD47D19158B75F>. <http://fedgov.dnb.com/webform>

NCAGE application: Application page here

<https://eportal.nspa.nato.int/AC135Public/scage/CageList.aspx>

Instructions for the NCAGE application process:

<https://eportal.nspa.nato.int/AC135Public/Docs/US%20Instructions%20for%20NSPA%20NCAGE.pdf>

For help from within the U.S., call 1-888-227-2423  
For help from outside the U.S., call 1-269-961-7766  
Email NCAGE@dliis.dla.mil for any problems in getting an NCAGE code.

Step 2: After receiving the NCAGE Code, proceed to register in SAM by logging onto:  
<https://www.sam.gov>. SAM registration must be renewed annually.

#### 4. Submission Dates and Times

Applications may be submitted for consideration at any time before the closing date of August 05, 2020. No applications will be accepted after that date. Proposals will be reviewed on a rolling basis as they are received, with two intermediate deadlines: April 10, 2020 and July 5, 2020 and Time. Please note that review may take up to 90 days.

#### 5. Funding Restrictions

*These funds cannot be used for construction, vehicle purchases, alcoholic beverages.*

#### 6. Other Submission Requirements

All application materials must be submitted by email to JohannesburgGrants@state.gov

### E. APPLICATION REVIEW INFORMATION

#### 1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below. The criteria listed are closely related and are considered as a whole in judging the overall quality of an application.

**Organizational capacity and record on previous grants:** The organization has expertise in its stated field and PAS is confident of its ability to undertake the program. This includes a financial management system and a bank account.

**Quality and Feasibility of the Program Idea** – The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

**Goals and objectives:** Goals and objectives are clearly stated and program approach is likely to provide maximum impact in achieving the proposed results.

**Embassy priorities:** Applicant has clearly described how stated goals are related to and support U.S. Embassy's priority areas or target audiences.

**Budget:** The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

**Monitoring and evaluation plan:** Applicant demonstrates it is able to measure program success against key indicators and provide milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

**Sustainability:** Program activities will continue to have positive impact after the end of the program.

## 2. Review and Selection Process

A Grants Review Committee will evaluate all eligible applications.

## 3. FAPIIS

For any Federal award under a notice of funding opportunity, if the Federal awarding agency anticipates that the total Federal share will be greater than the simplified acquisition threshold on any Federal award under a notice of funding opportunity may include, over the period of performance (see §200.88 Simplified Acquisition Threshold), this section must also inform applicants:

- i. That the Federal awarding agency, prior to making a Federal award with a total amount of Federal share greater than the simplified acquisition threshold, is required to review and consider any information about the applicant that is in the designated integrity and performance system accessible through SAM (currently FAPIIS) (see 41 U.S.C. 2313);
- ii. That an applicant, at its option, may review information in the designated integrity and performance systems accessible through SAM and comment on any information about itself that a Federal awarding agency previously entered and is currently in the designated integrity and performance system accessible through SAM;
- iii. That the Federal awarding agency will consider any comments by the applicant, in addition to the other information in the designated integrity and performance system, in making a judgment about the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review of risk posed by applicants as described in §200.205 Federal awarding agency review of risk posed by applicants.

## 4. Anticipated Announcement and Federal Award Dates

Successful recipient(s) will be notified on an ad hoc basis, generally within 30 days of submission of the application.

## F. FEDERAL AWARD ADMINISTRATION INFORMATION



## 1. Federal Award Notices

The grant award or cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If a proposal is selected for funding, the Department of State has no obligation to provide any additional future funding. Renewal of an award to increase funding or extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

**Payment Method:** Payments will be made in at least two installments, as needed to carry out the program activities.

Organizations whose applications will not be funded will also be notified via email.

## 2. Administrative and National Policy Requirements

**Terms and Conditions:** Before submitting an application, applicants should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include:

2 CFR 200, 2 CFR 600, Certifications and Assurances, and the Department of State Standard Terms and Conditions, all of which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>. Note the U.S Flag branding and marking requirements in the Standard Terms and Conditions.

## 3. Reporting

**Reporting Requirements:** Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

## G. FEDERAL AWARDING AGENCY CONTACTS

If you have any questions about the grant application process, please contact PAS at: [JohannesburgGrants@state.gov](mailto:JohannesburgGrants@state.gov).

Note: We do not provide any pre-consultation for application related questions that are addressed in the NOFO. Once an application has been submitted, State Department officials and staff — both in the Department and at embassies overseas — may not discuss this competition with applicants until the entire proposal review process is completed.

## **H. OTHER INFORMATION**

### **Guidelines for Budget Justification**

**Personnel:** Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

**Travel:** Estimate the costs of travel and per diem for this program. If the program involves international travel, include a brief statement of justification for that travel.

**Equipment:** Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

**Supplies:** List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

**Contractual:** Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

**Other Direct Costs:** Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All “Other” or “Miscellaneous” expenses must be itemized and explained.

**Indirect Costs:** These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of the modified total direct costs as defined in 2 CFR 200.68.

“Cost Sharing” refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers’ time and donated venues.

**Alcoholic Beverages:** Please note that award funds cannot be used for alcoholic beverages.